



Procedure: Breastfeeding Friendly Clinic Environment

Volume: Nutrition Services/Breastfeeding

Section: Breastfeeding

Citation:

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Purpose

To promote breastfeeding as the normal method for feeding infants through positive environmental messages.

Staff Environment

All clinic staff including clerical, reception, administrative and nutrition staff are encouraged to promote and support breastfeeding throughout the course of their daily tasks during interaction with WIC participants.

Provide an Appropriate Breastfeeding Friendly Environment

Clinic environment should support the message of breastfeeding as the norm.

- Display posters, pictures, and/or photographs of women breastfeeding their infants in areas visible to WIC client to visibly represent breastfeeding as the normal way to feed all infants.
 - Ensure magazines, books and educational materials that are used or displayed in the WIC clinic do not contain information from infant formula manufacturers.
 - All materials distributed to or in view of participants should be free of formula manufacturer names, formula product names and/or logos. This also includes office supplies such as cups, pens, notepads, badge holders/lanyards, magnets, etc.
 - All formula and education materials related to formula are kept out of view of participants
 - Participants are encouraged to breastfeed in the clinic, including in the waiting room.
 - A private area is available for participants and staff who wish to breastfeeding privately and/or express breast milk.
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